

# New Order

<b>Media:</b> TV	<b>Market:</b> Washington, DC	<b>Vendor:</b> WJLA-TV	<b>Billing To:</b> Waterfront Strategies
<b>Client:</b> Majority PAC	<b>Demo:</b> Adults 35+		1010 Wisconsin Avenue, NW, #800
<b>Product:</b> Issue	<b>Separation:</b> 30	<b>AE:</b> Barbara Monares	Washington, DC 20007
<b>Estimate:</b> 1683	<b>Flight Start:</b> 10/9/12	<b>Phone:</b>	<b>Phone:</b> 202-572-2852
<b>Description:</b> DC, Rich, Norfolk 10.9-11.6	<b>Flight End:</b> 11/6/12	<b>Fax:</b>	<b>Fax:</b> 202-338-2334
<b>Version:</b> 1	<b>Survey:</b>		
<b>Comments:</b> DC, Rich, Norfolk 10.9-11.6			

Line No	Daypart (Program)	Daypart Code	Gross C/T	Dur	10/9	10/16	10/23	10/30	11/6	Total Spots	Adults 35+ RTG	CPP
1	TuWThF,M 6:00A-7:00A (GM WASHINGTON 6A-7A)	EM	\$1,000.00	C 30	5	5	5	4	1	20		
2	TuWThF,M 7:00A-9:00A (GMA 7A-9A)	EM	\$1,800.00	C 30	6	6	7	6	1	26		
3	Su 7:00A-7:30A (Mail Street Journal)	EM	\$250.00	C 30	0	1	1	0	0	2		
4	Su 8:00A-9:00A (GMA 8A-9A)	EM	\$750.00	C 30	1	1	1	1	0	4		
5	TuWThF,M 9:00A-10:00A (LIVE WITH KELLY)	DT	\$900.00	C 30	4	4	4	4	1	17		
6	TuWThF,M 11:00A-12:00P (THE VIEW)	DT	\$1,300.00	C 30	3	3	3	3	1	13		
7	Sa 11:00A-1:00P (ABC 7 NEWS SAT)	DT	\$750.00	C 30	1	1	1	1	0	4		
8	TuWThF,M 12:00P-12:30P (ABC 7 NEWS @ NOON)	DT	\$1,200.00	C 30	2	3	2	2	0	9		
9	Sa 12:00P-7:00P (ABC COLLEGE FOOTBALL)	S	\$6,000.00	C 30	0	0	1	1	0	2		
10	TuWThF,M 12:30P-1:00P (WHO WANTS TO BE A MILLIONAIRE)	DT	\$900.00	C 30	3	3	3	3	0	12		
11	TuWThF,M 5:00P-6:00P (NEWS 7 @ 5)	EN	\$1,800.00	C 30	2	3	3	2	1	11		
12	TuWThF,M 6:00P-6:30P (NEWS 7 @ 6)	EN	\$2,000.00	C 30	5	5	5	5	0	20		
13	Su 6:00P-7:00P (ABC NEWS/ABC 7 NEWS)	EN	\$1,600.00	C 30	1	1	1	1	0	4		
14	TuWThF,M 6:27P-6:30P (WORLD NEWS ADJ)	EN	\$3,500.00	C 30	1	1	1	1	0	4		
15	TuWThF,M 6:57P-7:00P (WORLD NEWS ADJ)	EN	\$6,000.00	C 30	1	1	1	1	0	4		
16	TuWThF,M 7:00P-7:30P (WHEEL OF FORTUNE)	PA	\$4,000.00	C 30	5	5	5	5	0	20		
17	Th 7:00P-7:30P (ABC 7 Battleground VA)	EN	\$4,000.00	C 30	0	1	0	0	0	1		

Line No	Daypart (Program)	Daypart Code	Gross C/T	Dur	10/9	10/16	10/23	10/30	11/6	Total Spots	Adults 35+ RTG	CPP
18	Th 7:00P-8:00P (ABC 7 Battleground VA)	EN	\$4,000.00	C 30	0	0	0	1	0	1		
19	TuWThF,M 7:30P-8:00P (JEOPARDY)	PA	\$5,000.00	C 30	5	5	5	5	0	20		
20	Sa 7:30P-8:00P (JEOPARDY)	PA	\$1,800.00	C 30	1	1	1	1	0	4		
21	M 8:00P-10:00P (DANCING WITH THE STARS)	PT	\$17,000.00	C 30	1	0	1	0	0	2		
22	Sa 8:00P-11:30P (SATURDAY NIGHT COLLEGE FTBL)	PT	\$10,000.00	C 30	1	0	1	0	0	2		
23	TuWThF,M 11:00P-11:35P (ABC 7 NEWS @ 11)	LN	\$3,000.00	C 30	5	5	5	5	0	20		
24	TuWThF,M 11:35P-12:05A (NIGHTLINE)	LF	\$1,700.00	C 30	2	2	2	2	0	8		
<b>Total Spots:</b>					55	57	59	54	5	230		
<b>Total GRP/GMP(000):</b>					0.0	0.0	0.0	0.0	0.0		0.0	
<b>Month</b>	<b>Cash\$-Spots</b>		<b>Trade\$-Spots</b>		<b>Total\$-Spots</b>							
10/2012	\$430,500.00 - 171		\$0.00 - 0		\$430,500.00 - 171							
11/2012	\$135,600.00 - 59		\$0.00 - 0		\$135,600.00 - 59							
<b>Total Gross Cost:</b>					\$566,100.00							
<b>Total Net Cost:</b>					\$481,185.00							
					<b>Total Gross CPP:</b>			\$0.00				
					<b>Total Net CPP:</b>			\$0.00				



WJLA Washington  
**MAKEGOOD NOTICE**

**TO : Spencer Wood**  
**FROM : Barbara Monares**  
**DATE : 8/28**

**CLIENT : Senate Majority PAC Est 1683**

*I apologize for the inconvenience.*

**Pre-Empt:**

<i>Date</i>	<i>Time</i>	<i>Program</i>	<i>Spot(s)</i>	<i>Length</i>	<i>Spot Cost</i>	<i>Total Cost</i>
10/9, 10/23	7p-730p	Wheel of Fortune	2	:30	\$4,000	\$8,000
18-Oct	7p-730p	Wheel of Fortune	1	:30	\$4,000	\$4,000
1-Nov	7p-730p	Wheel of Fortune	1	:30	\$4,000	\$4,000
1-Nov	730p-8p	Jeopardy	1	:30	\$5,000	\$5,000
13-Oct	730p-8p	Sat Jeopardy	1	:30	\$1,800	\$1,800
10/13, 10/20	11a-1p	ABC7 News	2	:30	\$750	\$1,500
3-Nov	11a-1p	ABC7 News	1	:30	\$750	\$750
13-Oct	8p-11p	College Football	1	:30	\$10,000	\$10,000
						\$0
						\$0
						\$0
<b>TOTAL</b>			<b>10</b>			<b>\$35,050</b>

**Makegoods**

<i>Date</i>	<i>Time</i>	<i>Program</i>	<i>Spot(s)</i>	<i>Length</i>	<i>Spot Cost</i>	<i>Total Cost</i>
10/9, 10/23	7p-730p	Battleground Virginia News Special	2	:30	\$4,025	\$8,050
20-Oct	8p-11p	College Football	1	:30	\$10,000	\$10,000
10/16-10/19	627p-630p	World News	2	:30	\$3,500	\$7,000
11-Oct	8p-9p	Last Resort	1	:30	\$10,000	\$10,000
						\$0
						\$0
<b>TOTAL</b>			<b>6</b>			<b>\$35,050</b>

**PLEASE EITHER EMAIL ME "APPROVAL" OR  
PRINT OUT, SIGN & FAX BACK TO ME AT 703-236-2341.**